

ABSTRACT OF THE DISCLOSURE

A system and method for establishing a SIP session between calling and called end-points. A SIP server receives a SIP INVITE request for establishing the SIP session. The SIP INVITE request includes standard routing information in its header. The SIP server receives the SIP INVITE request and responds by transmitting to the calling end-point a HTML link associated with a web server. In rendering the contents of the HTML link, the calling end-point transmits an HTTP request to the web server including voice cookie information. The voice cookie information may include information gathered about the caller such as the caller profile information, transaction information, caller intent information, or recent and past history associated with a web site domain. The web server forwards the voice cookies to the SIP server. The SIP server determines an address of the called end-point as a function of the routing information in the SIP INVITE request and the voice cookie information. The call is then routed to the determined address along with the voice cookies or information derived from the voice cookies. New voice cookies may be written to the web server which transmits these to the calling end-point within an HTTP response.

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